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ABSTRACT

Noting that good writing is good business, this book offers 35 practical techniques that foster simplicity, conciseness, and emphasis. The book discusses how to: (1) write with verbs instead of nouns; (2) decide when to use active versus passive constructions; (3) recognize wordy phrases and redundant expressions; (4) distinguish the uses of "that" and "which"; (5) put modifiers in the right place; and (6) use idiomatic expressions. The first part of the book suggests ways to think about writing that can greatly simplify the way business writers choose to express an idea--many business writers with good skills tend to write strange, needlessly complicated sentences. The second part of the book presents a number of techniques that make writing concise and emphatic. (RS)

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